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2nd Generation Air Deflector Invention In Search of Licensee

An innovative and useful new product designed to greatly improve the efficiency of a valuable and essential household appliance, the ***2nd Generation Air Deflector***, has been developed by Lawrence Waters of Clay, Michigan. The invention's unique design helps insure that air is directed efficiently and in any direction desired within a residential setting.

The ***2nd Generation Air Deflector*** is easy and straightforward to implement in virtually any home. The product significantly increases the comfort levels of the occupants of a home, particularly during warm weather. Additionally, the ***2nd Generation Air Deflector*** helps to save money by lowering cooling and heating bills. Furthermore, it will be offered with a variety of decorative covers to suit individual tastes and interior designs. Moreover, the ***2nd Generation Air Deflector*** will be made available in multiple sizes to suit the specific needs of different homes. It will also be competitively priced and made from durable materials, adding to its appeal and making it a wise investment.

It is not our intention in this section to imply that all or even any of the markets identified would represent actual purchasers of the ***2nd Generation Air Deflector***. Our purpose is simply to identify those groups which we view as being appropriate potential market targets for the invention in the event it is manufactured or marketed.

The Primary Market would consist of heads of the 116.8 million households in the United States. According to the Census Bureau, there are 77.9 million family households, 13.9 million households consisting of men living alone, 18.3 million consisting of women living alone, and 6.9 million multi-person, non-family households.

Also targeted within this market would be those people who rent their living space. Of the 119.1 million housing units in the United States, 34 million are occupied by renters. There are a total of 8.8 million mobile or manufactured homes in the United States that average 6 to 8 floor registers per unit. Various characteristics of the U.S. housing stock could be of interest, including that 82.5 million housing units have central air conditioning. Another 26.9 million have one or more air conditioning units.

Of the 111.8 million occupied housing units, 71.1 million are heated primarily with warm air furnaces. The average housing unit has 8 to 12 floor registers per house.

The inventor of the ***2nd Generation Air Deflector*** has also developed a working prototype that has been utilized with success. The ***2nd Generation Air Deflector*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Waters now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the residential HVAC

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accessories industry are currently being targeted as candidates to eventually commercialize the ***2nd Generation Air Deflector*** on a worldwide basis.

In July 2014, Mr. Waters contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***2nd Generation Air Deflector*** to potential licensees for a 2 year period. *Innovation Direct*™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that *Innovation Direct*™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***2nd Generation Air Deflector*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of *Innovation Direct*™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.